ABSTRACT

A lens driving device includes a moving body equipped with a lens and a driving magnet attached to the lens, and a fixed body that is equipped with a driving coil that forms together with the driving magnet a magnetic circuit and moves the moving body in an optical axis direction of the lens between a first lens retaining position and a second lens retaining position, and at least one magnetic member disposed adjacent to at least one of two end sections in the optical axis direction of the driving magnet. The moving body is retained at the first lens retaining position by magnetic attraction caused by the driving magnet and the magnetic member when energization of the driving coil is stopped. Accordingly, the driving coil does not need to be energized while the lens is retained at the first lens retaining position.